

State Leadership Idea Exchange  
**Utah Association of REALTORS®**  
President Chris Nichols

The Utah Association of REALTORS® is facing a busy elections season. A new law is now in effect, and the UAR has responded to the change by expanding our campaign services program.

Prior to Utah Senate Bill 54, political candidates were required to go through delegates and their party's convention to get on the ballot. Under the new law, candidates can go through either the convention system or a petition process, requiring a certain number of voter signatures.

This is a game-changer for Utah politics, which is why UAR is providing new tools and services to help REALTOR®-friendly candidates navigate the changing landscape.

First, we've partnered with NAR's vendor, TargetSmart, to get detailed information about Utah voters. REALTOR®-friendly candidates receive key voter data to help them in their elections. Information provided includes a district analysis, a voter file, a mail list, walking list, etc. With knowledge about the likely voters in their districts, candidates can more effectively utilize their limited resources to target likely supporters.

Second, we've also worked with candidates who have opted to gather signatures to provide access to a mobile app that helps speed up this process and verifies the signatures.

Finally, we are working to support REALTOR®-friendly candidates through independent expenditure campaigns. We poll voters about candidates and key issues. Once we identify likely supporters, we target them through Facebook, online ads, phone calls and direct mail in an effort to encourage them to vote.

So far, we've had success as we had record attendance at the Utah caucus meetings. As we move to the primary election, we will continue using these new tools to provide support to our REALTOR®-friendly candidates. While not all states have the same elections process, other associations may find great value in trying out similar tools and programs in their own key political races.